

A photograph of a row of modern, curved plastic chairs in orange and white, displayed in a museum or gallery. The chairs are arranged in a line, receding into the background. The background wall is made of light-colored wood panels, and the floor is a polished wooden floor. The lighting is warm and focused on the chairs.

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The Annual Report and Continuing Manifesto  
MMX Edition

**The Annual Report and Continuing Manifesto**  
*MMX Edition*  
**ISSN 2045-1660**

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BDFHILKGEC

## Introduction

Welcome to this, the first edition of The Annual Report and Continuing Manifesto. This edition, for 2010 charts my first year as an aspirant politician, without giving too much away this was the year in which I contested my first four elections, in which I gained 215 votes, and wasted £483.20 on propaganda to promote my cause.

I learnt a lot in 2010, but then I had a lot I needed to learn. I start 2011 older, greyer, and slightly more cynical, and still I'm looking forward to it.

I had a lot of help from a lot of people in 2010, and will take a moment here to name just a few of them. There was my partner Sarah, who tried so hard to be supportive and hide her disapproval; there was Pink Gem, my self-appointed campaign manager, and quite possibly the most incompetent person to ever hold that position; finally I would like to thank Cheryl who by way of an apology for trying to drown me when I was five helped to deliver thousands of leaflet in torrential rain. There are many more people who deserve to be thanked than this space allows, but hopefully you know who you are.

As you read through this book you will have the chance to view some of the propaganda that was delivered to the voters in Pontypridd, Cardiff and Walsall. Maybe you will find yourself agreeing with the Reverend Gethin Rhys that it is depressingly serious?

You will also have the chance to read some of my reflective accounts, written shortly after the election, that detail how the campaign was won, or more honestly lost.

Finally you will find scattered thought these pages some vital statistics relating to my year of campaigning.

If you have any comments or suggestion based on what you read please feel free to contact me either by post at the address on the title page, or by email to [Mark@MarkBeech.org](mailto:Mark@MarkBeech.org)

Finally please enjoy this book, have a pleasant 2011, and comeback next year to but the MMXI edition to find out what I get upto.

## **An Overview of my Competitors**

**People who have beaten me in 2010, otherwise known as the people who will not be getting a Christmas card from me this year:**

**Sam Coates (Green)  
Susan Davies (UKIP)  
Ronald Hurn (PC)  
Clayton Jones (PC)  
Timothy Melville (UKIP)  
Joe Payne (LD)  
Philip Price (LD)  
Jenny Rathbone (Lab)  
Lorna Rattigan (Con)  
Karen Robson (Con)  
Ross Saunders (TUSC)  
Lynda Thomas (Lab)  
William Ralph Vaughan (BNP)  
Chris Williams (PC)  
Jenny Willott (LD)  
Richard Worrall (Lab)  
Ann Yeo (Lab)**

**People who I have beat in 2010, otherwise known as the people who I will not be getting a Christmas card from this year:**

**Alun Mathias (FA)**

Philip Price went on to become the Pontypridd Town Councilor of Pontypridd Town in February.

Jenny Willott went on to become Member of Parliament for Cardiff Central in May.

Ann Yeo went on to become the Pontypridd Town Councilor for Ilan in July.

Lorna Rattigan went on to become the Walsall MB Councilor for Rushall-Shelfield in November.

Ronald Hurn has the dubious honour of beating me by the smallest number of votes. In Ilan he gained just 13 votes more than me. I believe that that honour when taken as a share of the vote goes to Ross Saunders during the Cardiff Central election.

Not mentioned on this list is Kaz Hubertz, who was selected as the Jury Team candidate but was forced to pull out due for medical reasons after being hit by an ambulance in Bristol. Upon announcing that he would not be standing he advised his supports to either vote Loony or Green, I assume most picked Green.

## The Propaganda Part 1

The next two pages show my propaganda from the Pontypridd Town election, although back then I had not yet admitted that it was propaganda, using instead the time honoured "Election Address" title.

*I spent £5 on paper on which to print my propaganda, and delivered around 500 copies to homes in the ward, abetted in this task by my partner Sarah and hindered in this task by my printer's duplex abilities being limited to providing a service similar to a paper shredder.*

Pontypridd Town Ward By-election Address  
By Mark Beech *The Official Monster Raving Loony Party*

# Vote Mark Beech, The Official Monster Raving Loony Party

I stand in this by-election to offer the people of Pontypridd Town Ward a real alternative to the cartel parties. None of them are able to offer this community the representation it deserves on the Pontypridd Town Council. I offer the people of this community a youthful, energetic representative who is willing to work hard to make both the ward and the community a better place for everyone. Along with my youth I also bring my



community regeneration experience. Since 2006 I have been the Managing Director of a community co-operative, GBL, which has led successful projects in Pontypridd that bring the first, second and third sector together for the benefit of the community.

Vote Mark Beech  
The Official Monster Raving Loony Party

**Contact Me:**

By Post: 15 Kingsland Terrace  
Pontypridd  
CF37 1RX

By Email: [mark@markbeech.org](mailto:mark@markbeech.org)

By MSN: [mark@markbeech.org](mailto:mark@markbeech.org)

By Twitter: @MarWilBee

By Phone: 07857766501

By Missile: 51.604547, -3.338849



# Pontypridd Town Ward By-election Address

By Mark Beech *The Official Monster Raving Loony Party*

## Vote Mark Beech, The Official Monster Raving Loony Party



If  
elected I will endeavour to:

**Increase** the relevance of the town council, by ensuring that it is doing more than just putting on one public event every six months. I'd like to see the Charter actually happen with powers transferred from RCT, meaning an increase in the precept.

**Curb inflation**, by fixing the price of a 99'flake at 99p and the price of a Dime bar at 25p, when sold on Town Council property and/or events such as the Vintage Transport Day. This will go some way to ensuring that the £1.24 in your pocket is as relevant today it always should be.

**Promote public safety**, by enacting a by-law within the town that would restrict the use of umbrellas. This would constitute an outright ban on the use of umbrellas whilst in motion and would only allow for the use of umbrellas whilst stationary, subject to third party insurance against any injury caused. This policy would benefit the local economy as people would spend more time inside our indoor market and many fine pubs.

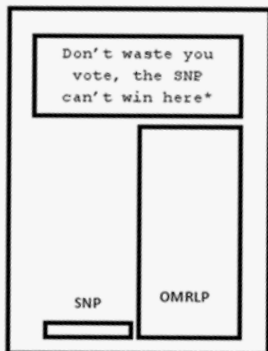
**Encourage tourists** into Pontypridd, either by making the most of our town's prime location and proud history, or by building a futuristic theme park in which dinosaurs are recreated using advanced cloning techniques. As an interim measure I would call upon the local cartel parties to donate some of their dinosaurs for this attraction.

**Promote healthier eating** and a better environment by reducing food miles. This would be enacted by encouraging the rearing of cattle in restaurants. There will no need to distribute meat all over the country creating pollution and an additional benefit would be that kids will have fun petting the fat cows and snorting pigs. I would seek an opt-out of the EU Treaty's Article 41 using the rule of reason to achieve this.

**Work** for the people of this ward, to give them the representation they deserve and to make this ward and this town a better place to live and to work.

**Support** the local licensed trade, by enacting a by-law requiring all bar staff to be single.

**Listen** to the public and take on board their concerns, as I have done in the previous policy.





## The Propaganda Part 2

The next two pages show my propaganda from the General Election in Cardiff Central. perhaps worth of note, this election was my first use of the "Propaganda" title, and of the Berlin font.

*I spent around £300 on getting 40,000  
A6 leaflets printed, fortunately I was  
able to take advantage of the Election  
Freepost to ensure that they reached  
every home in Cardiff Central.*



## NOTICE TO POLITICAL CANVASSERS

YOU ARE WASTING YOUR TIME  
I'LL BE VOTING

# LOONY

Published & Promoted by Mark Beech, 15 Kingdon Terrace, Portobello, CF11 3XX Printed by print4online on demand Ltd, Churchill House, 11 Street Street, Hendon, London NW4 4D.J.

### Cardiff Central Constituency Election Communication Mark Beech, Monster Raving Loony William Hill Party

The time has now come for the people of Cardiff to vote for better times, to vote against the failed *cartel parties* and return a loony guy. To vote for a new dawn of effective government, guided by common sense. Rather than the failed cartel politics of days gone by, when we still had pounds, shillings and pence.

The time therefore is right to vote for Mark Beech; a young, energetic, human being with the passion and drive required to give the people of Cardiff Central the representation it deserves, and add more fun into their lives wherever possible.

If you agree that that *cartel politics* is failing the people, and that there should be more than one Monopolies Commission, vote Mark Beech on May 6<sup>th</sup>.

To find-out more check out my website at [MarkBeech.org](http://MarkBeech.org), for more information on what the Monster Raving Loony William Hill Party is doing to make you laugh visit [LoonyParty.com](http://LoonyParty.com). You could also display the reverse of this postcard in your window as a talisman to protect you from the other parties.

Remember the only wasted vote is the one you don't use.



## A Future Fair for All?

It seems that the Labour party manifesto writes have forgot the party's slogan, they promise a future fair for all, but fail to offer one example of this in their manifesto. Where are the bumper cars, where are the rollercoasters, the ghost trains and the candy floss?

But if your feeling let down by Labour's lack of fairground attractions, disappointed by the past performance of the Liberal Democrats and have a good enough memory of the 80s not to vote Tory what can you do?

## Vote for Real Change?

If you want real change, the only obvious answer is to vote for Mark Beech, the

Monster Raving Loony William Hill Party Candidate for Cardiff Central.

Mark offers a refreshing change not being a career cartel politician but

an independently minded human being with great hair, and able to talk common sense.

Mark is also committed to introducing a 99p coin, and that truly is real change!



# Vote Mark Beech

## The Propaganda Part 3

The next page shows my propaganda form the Ilan election.

*Using paper purchased for the Pontypridd Town Election 500 A4 leaflets were printed, of which 69 were delivered to voters in Ilan before Pink Gem gave up and went to the beach.*

# *Dr Mark William Beech's Monster Raving Loony Propaganda for the Ulan Ward By-Election - 22<sup>nd</sup> July 2010*

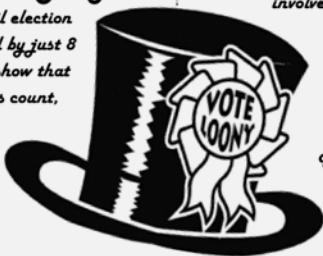
## *Don't Usually Vote?*

*Then Vote Unusually, Vote for me,  
Mark William Beech, your Official  
Monster Raving Loony Party  
candidate.*

*I'm standing for election because I have  
the passion, ethics, dedication, modesty,  
vision and humour to make a great town  
councillor and at 125Kg a colossal  
representative for our community.*

## *Up to you on July 22!*

*The last town council election  
in Ponty was decided by just 8  
votes, which goes to show that  
every vote really does count,  
so please make sure  
you use yours.*



## *Contact Me*

*I'm keen to hear from other people in our  
community, to find out what other people  
perceive the major problems to be. I'm  
also just as keen to hear solutions that  
may help to solve our problems. So please  
email Mark at [MarkBeech.org](mailto:MarkBeech.org), tweet at  
MarWilBee or write to Dr Mark  
William Beech, 48 Goscote Road,  
Heath End, Pelsall, W83 4LF*

## *What is in it for you?*

*I would seek to increase the precept and  
the relevance of the town council, at the  
moment there are too many activities  
being carried out by RLF that could be  
better performed at a community level.*

*I will work to improve public transport  
within our community, with fair solutions  
such as introducing bumper cars as they  
are fun, safe, economical and ecological.*

*I will be tough on Cliff Richard, and  
tough on the causes of Cliff, this would  
involve either a removal of all Mr  
Richard's music from the  
Oitley jukebox, and/or an  
auntie social behaviour order  
for Gemma Bennett.*

*I will take on board Andy's  
suggestion to protect the  
licensed trade and ensure  
the productivity of our  
community pubs and look into  
ensuring all bar staff remain single for  
their first decade in the job.*

*Finally and most importantly if you elect  
me as your councillor I will work hard to  
give our community the repetition it  
deserves, I will be taking on board the  
concerns, hopes and fears of my  
constituents, and hopefully I will make  
the world a better place for all of us.*





## The Propaganda Part 4

The next pages show my propaganda form the Rushall-Sheffield election.

*£28.20 paid for 5,000 brightly coloured A6 leaflets to be printed, and despite the rain with some help from Cheryl I was able to ensure that most homes in Rushall, Shellfield and High Heath were supplied with a copy.*

## Official Monster Raving Loony By-Election Propaganda Mark Beech Rushall-Shelfield 11<sup>th</sup> November 2010

Not all fairy stories start with "Once upon a time",  
my own for instance starts with the immortal phrase  
"If elected I promise..."



Hi, I'm Mark Beech, your local  
Official Monster Raving Loony  
Party candidate, and I'm writing  
to you last Thursday to ask that  
on November 11th you consider  
voting for me.

### **Vote for Insanity...**

**You know it makes sense**

(at the very least it cant be any worse than the current cartel)

I'm standing as an Official Loony, which is to distinguish myself from  
the unofficial loonies that currently sit on the council.

The current cartel refuse to reinstate effective transport solutions  
that have been lost over the years, such as trolleybuses, the 997b  
and the Mumbles Railway, but are content to merely rearrange the  
bus stops every few month. They lack the insight to propose  
something as revolutionary as water bikes or rowing boats, just goes  
to show how shallow they have become.

**Official Monster Raving Loony By-Election Propaganda  
Mark Beech Rushall-Shelfield 11<sup>th</sup> November 2010**

**Why did the turkey cross the road?**

**To prove it was no chicken!**

There are lots of good reasons for voting Loony on November 11<sup>th</sup>, and if you don't usually vote, then this would be a great opportunity for you to **vote unusually**.



**Vote for Insanity...**

**You know it makes sense**

**(at the very least it cant be any worse than the current cartel)**

I'm standing as an Official Loony, which is to distinguish myself from the unofficial loonies that currently sit on the council.

Consider that Walsall Illuminations were started in the dark days following WW2, to bring a little light into peoples' lives. We find that following the worst recession for a generation that the current cartel on Walsall council has extinguished the lights for good. They lack the imagination to consider an alternative business model to that of charging exorbitant ticket prices on the gates.



## Pontypridd Town Retrospective

On the 14th of January 2010 there was a notice of election issued, as following a Plaid resignation there was to be a by-election for the Pontypridd Town Ward on Pontypridd Town Council. On the 18th of January I became the second candidate in the by-election when I handed in all of my completed forms.

In the month that followed I spent £5 on paper on which to print my propaganda, and delivered around 500 copies to homes in the ward, abetted in this task by my partner Sarah and hindered in this task by my printer's duplex abilities being limited to providing a service similar to a paper shredder.

On the 18th of February (almost as an echo of conditions one month earlier) Ponty was graced with an outpouring of snow and generally dull and cold weather. It is my humble opinion that this may have reduced the turn out for the election; ultimately only 514 votes were cast.

The result was declared a little before 2300, and I then retired to the Otley Arms to break the news to my adoring fans.

The result of the election was:

Mark Beech	OMRLP	30
Clayton Jones	PC	100
Philip Price	LD	196
Lynda Thomas	Lab	188

The result was misreported by the Association of Liberal Democrat Councillors, whose website listed me as having come third with 130 votes, this inaccuracy was pointed out to them but today they have not corrected their record.

## Cardiff Central Retrospective

The 2010 General Election was announced On April 6th, to be held on May 6th and I will be standing in Cardiff Central.

In the general election I was completely upfront and also completely grateful for William Hill sponsoring me with a £50 free bet, that I would get more than 100 votes, at odds of 10/1, effectively funding my deposit.

John Cartwright, the Official Monster Raving Loony candidate in Croydon, refused to accept this corporate sponsorship, in his words:

*"I am not and will not be a mercenary, or an advert, for a commercial company during the course of the election campaign."*

But whilst I respect my comrade's view, I felt that my campaign benefited from our relationship with William Hill beyond mere financial support, adding relevance to my discussions with voters.

When I was talking to voters they could instantly see (thanks to a 12" rosette) who was backing my campaign, and this in turn caused them to question who was backing the other candidates? Why were they backing them? And why were the parties keeping so quiet about their funding sources?

*Look into how much Lord Sainsbury has donated to the Labour party? And how the labelling standards for organic food might have been changed as a result of this?*

I spent the afternoon of April 13th in the Roath area of Cardiff Central, speaking to voters and completing my nomination forms.

On April 20th I attended the hustings organised by Cardiff Students Union, and despite being criticized for having policies came 2nd in the student poll.

On Sunday 25th I did my first radio interview, live on Tequila radio at the Atrium campus of my alma mater.

At the count I had many people from across the political spectrum talking to me and congratulate me for my hustings performance, one person saying they had heard good things about my website and one person who did not think my hustings performance was very funny.

Thanks to 142 of Cardiff Central's most visionary voters I finished my first parliamentary election in the penultimate position.



The results as declared at 0320 on the 7th of May the sum of which is 30 less than the sum of votes cast was:

Mark Beech	OMRLP	142
Sam Coates	Green	575
Susan Davies	UKIP	765
Alun Mathias	FA	86
Jenney Rathbone	Lab	10,400
Karen Robson	Con	7,799
Ross Saunders	TUSC	162
Chris Williams	PC	1,246
Jenny Willott	LD	14,976



## Ilan Retrospective

I think the following news article from the Loony party internetsite sums up this election perfectly, well at least better than I was able to:

*In a packed council office on Thursday night the news broke that Mark Beech, the Official Monster Raving Loony Party candidate had managed in only his 3rd ever election, to poll a record number of votes in the Ilan Ward By-election for Pontypridd Town Council. The result "Beech, Mark William – 1 vote" was greeted by Mark with a smile and his traditional tip of his top hat, and by the assembled audience with a round of applause.*

*Mark later admitted that there were a couple of factors in his favour when it went to achieving this record low score;*

*The first reason being that Mark was not living in the Ward, or the Town, or the County or even the Nation on the day of he election as five days after the close of nominations Mark migrated back to Walsall and proudly displayed his WS3 address on the ballot paper.*

*The second reason being that Mark's self-appointed campaign manager Pink Gem (or Evil Mommy as she is known to her son) decided to give up after delivering only 69*

*units of propaganda, it seems the call of Barry Island, the beach and the set of Gavin and Stacy was too great.*

*Amazingly Mark's one vote marks a 50% increase in his share of the vote since the general election!*

*Pink Gem is currently working on Mark's strategy for the Welsh Assembly Election next May, Mark is currently considering firing her.*

The result of the election, announced at around 2245 was:

Mark Beech	OMRLP	1
Ronald Hurn	PC	14
Joe Payne	LD	25
Ann Yeo	Lab	141

## Rushall-Shelfield Retrospective

Following my 1 vote in Ilan, I was challenged at the party conference by R.U. Seerius to beat my record and only get 0 votes in my next election. Unfortunately the seat on Walsall council came with an attractive compensation package so I was unable to attempt R.U.'s challenge this time.

I decided that I should attempt to learn from my previous election defeats and noted that:

- The public like the Berlin Sans FB font .
- The public like to see a photo of me , and possibly a tree.
- The public like to have their propaganda delivered to their homes .

To this end I had 5,000 A6 leaflets printed, and started to deliver them around the ward.

I had an old friend Cheryl, who feeling guilty about having tried to drown me when I was five, offered to help with the delivering. With Cheryl's help I was able to brave the cold and the rain and most homes in Rushall and Shelfield received a copy of my leaflets, as did my Labour opponent and Richard Sheppard MP.

At the Rushall-Shelfield count I had a couple of interesting conversations with a couple of my opponents and also with my MP, Richard Sheppard. However at one point during the count I was challenged by a member of UKIP, whose name I did not remember who asked me why was I standing if I knew I was not going to win?

I replied that there was more to democracy than winning, and pointed out to him that if we only allowed people to stand for election if they were going to win then we would normally only have one or two candidates standing and the voters would not be given a choice.

My MP on hearing this joined in the conversation by confirming that I was right, and my head grew slightly. The conversation was also joined by another member of UKIP who returned the original question back to his colleague, as UKIP like the Loonies (and most other parties in truth) have a habit of standing in elections that they are not going to win.

I did spend quite a long time talking to members of UKIP in Walsall, and left with the impression that they need better public relations, for (most of) the people I spoke to, and their policies made sense but they are sadly tied to their less than positive image.

At the end of the evening, as I was getting ready to leave following the result I was told by several people to keep standing, and by one of the council staff that with a hat like mine I deserved at least 10 more votes.

On leaving the count we found ourselves walking just a few steps behind the BNP candidate and his agent.

Just before they got to the main entrance they both paused to remove and conceal their rosettes causing me to instantly remark to first Sarah and then Gem that:

*There is nothing quite like having faith in you politics is there*

We followed them out, they scouring, me standing tall in my Top Hat, with badges and rosette shining as they reflected the street lights.

I'm support anyone standing for what they believe in, and have (misplaced?) faith in the voters to reject things that are inappropriate, but think that if someone is going to stand they need to stand-up and support their cause, not hide away from it when it becomes unpopular.

### Results in Rushall-Shelfield:

Mark Beech	OMRLP	42
Tim Melville	UKIP	90
Lorna Rattigan	CON	639
William Vaughan	BNP	141
Richard Worrall	LAB	611

And that is how we found out what the question that had eluded Douglas Adams was.



Other Data

	A	B	C	D	Total
A	2	10	2	10	24
B	1	1	1	5	8
	50	10	50	50	33.3
C	1	9	1	5	16
	50	90	50	50	66.6

	A	B	C	D	Total
A	150	40000	69	3500	43719
B	30	142	1	42	215
C	20	.36	1.45	1.2	0.49

## Vote Data

	Pontypri dd Town	Cardiff Central	Ilan	Rushall- Sheffield	Total
Casted Votes	514	36,151	181	1,523	38,369
OMRLP Votes	30	142	1	42	215
	5.84	0.39	0.55	2.76	0.56
Lib-Dem Votes	196	14,976	25		15,197
	38.13	41.43	13.81		39.61
Lab Votes	188	10,400	141	611	11,340
	36.58	28.77	77.90	40.12	29.56
Con Votes		7,799		639	8,438
		21.57		41.96%	21.99
PC Votes	100	1,246	14		1,360
	19.46	3.45	7.73		3.54
UKIP Votes		765		90	855
		2.12		5.91	2.23
Green Votes		575			575
		1.59			1.5
TUSC Votes		162			162
		.45			.42
BNP Votes				141	141
				9.26	.37
FA Votes		86			86
		.24			.22

## Cost Data

	Pontypri dd Town	Cardiff Central	Ilan	Rushall- Sheffield	Total
Casted Votes	514	36,151	181	1,523	38,369
OMRLP Votes	30	142	1	42	215
	5.84	0.39	0.55	2.76	0.56

Expenses (£)	2.5	375	2.5	28.20	483.20
Cost Per Vote	0.08	2.64	2.5	.67	1.9
Cost Per Cent	.43	995.96	4.53	10.23	7.77



## Coming Attractions

At the time of writing there are four upcoming elections in 2011 that I may be taking part in

### Referendum on the law-making powers of the National Assembly for Wales

I will be campaigning for a NO vote in this referendum.

This is not because I don't want Wales to have full law making powers, but because I don't trust politicians and this referendum passing would only result in the 60 AMs gaining more power and losing the scrutiny of an outside body.

Once Wales has evolved away from its unicameralism, and develops an independent and appointed chamber to scrutinize the elected chamber I will campaign whole heartedly for Wales to gain full law making powers.

### English Local Elections

There will be local elections in many parts of England in May 2011. I expect to be standing for Walsall MBC, either in Rushall-Shelfield (Where I now know there to be 42 Loony voters) or in Pelsall.

If I'm standing in Pelsall it may provided me with my first opportunity to vote for myself, effectively guaranteeing that I'm able to gain one vote.

Pink Andorevil Gem has stated that she would also like to stand in this election, so I may be acting as an Agent and/or mentor for her campaign.

## Welsh Assembly Elections

Also in May, even on the same day, are the elections to the Welsh Assembly. I have previously stated that I intended to contest the South Wales Central region.

It is still my intention to stand for the assembly, however I fear that I may not be in a position to stand in 2011 and may have to wait until 2015.

## Referendum on the voting system for the UK Parliament

I will be campaigning for a NO vote in this referendum.

I firmly believe that FPTP is the only way to elect the parliament that is required under the current UK constitution, and see no just cause to change that.

I fear that AV will only result in bolstering the votes of the cartel parties at the expense of smaller parties.

AV is also disagreeable as it rewards incompetency, by giving people who vote incorrectly two votes while those that vote correctly will only have one vote.

I will continue to campaign in favour of FPTP, or should some form of PR be required I will campaign in favour of Delegated Transferable Vote.

## Notes and Observations





